

ABSTRACT OF THE DISCLOSURE

Techniques for responding to a request for data about an enterprise include storing a set of names for a single entity associated with the enterprise as a first set of corresponding concepts in a database. The database stores descriptions of entities associated with the

- 5 enterprise as concepts and relationships among concepts. A first concept of the set of corresponding concepts is indicated. When a request including data indicating a particular name of the set of names is received, a response is sent that includes information associated in the database with the first concept. This invention yields alternative concepts related to a first, official or "normative" concept for each entity associated with the enterprise in all
- 10 forms, e.g., languages. Entities include descriptions of products, services and activities of the enterprise. Relating alternative concepts to normative concepts allows a customer to issue a "wrong" query using any of the alternative terms and yet still retrieve the correct information associated with the normative term.

FOI b7D b7E b7F b7G b7H b7I b7J b7K b7L b7M b7N b7O b7P b7Q b7R b7S b7T b7U b7V b7W b7X b7Y b7Z